

Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: Santa Cruz Valley Art Association, Inc	Application Number: 176-05
Project Dir.: Dr. Don Cooper	Category: GOS III
Phone: (520) 398-2371	Project Title: General Operating Support Level III
FAX: (520) 398-9511	
E-Mail: artcntr@flash.net	
Website: tubacarts.org	

Address: P. O. Box 1911 , Tubac, AZ 85646	Discipline: 14
County: Santa Cruz	Project Discipline: 14
	Activity Type: 11
	Legislative Dist: 030
	Congressional Dist: 008

Authorizing Official: Don Cooper	Applied Last Year: <input checked="" type="checkbox"/> Yes
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REQUEST

Total ACA Grant Requested: \$30,000

Grant Amount Recommended: \$14,878

Previous Years Funded: ☒ FY2004
☒ FY2003
☒ FY2002

Rank: M+

Other applications from this organization:

Supplemental Materials: ☐ Slides ☐ CDs/Tapes ☐ Season Brochure ☐ Other:
☐ Photos ☐ Video ☐ News Clippings

Panel Comments:

Santa Cruz Valley Art Association, Inc, 176-05, General Operating Support Level III

Strengths:

- F - Recently appointed a new director; they seem to be managing transition well
- F - Established history and record of quality programming
- F - Small staff and large number of volunteer
- F - Begun a new five-year plan to be completed by end of calendar year
- F - New director wants to expand audience base into new communities
- J - Located in a retirement community and being close to Nogales raises the question of how to do programs for such different communities. The organization wants to serve both audiences, to mix and do a mix of programs
- J - Proposal spoke to the key issues

Weaknesses:

- F - Support base is a board that is largely white and retired that wants high quality exhibitions
- J - This can be part of cumulative pressures on the organization to operate beyond its capacity. Question if they are really managing their capacity well.
- J - Not specific in how programs are designed to reach out to new communities; particularly Hispanic/Latino audiences

Santa Cruz Valley Art Association (Tubac Center of the Arts)

Don Cooper, Board President (520) 398 2371

ODP III General Operating Grant

July 1, 2004 – July 30, 2005

I. Artistic quality and creativity of the organization

*Tubac Center of the Arts (TCA) was organized in the 1950's to provide "comprehensive arts programming for the people of the Santa Cruz Valley." Funding from the Arizona Commission on the Arts (ACA) helps us offer six innovative as well as traditional art exhibitions throughout our season. Along with a performing arts series, workshops for children and adults, a literary review group, art and creative writing forums, cultural travel, an adult volunteer chorus and an intensive summer arts program for area children and youth. ACA support allows us the opportunity to "spread our wings" and attempt riskier art opportunities that don't rely solely on our more conservative donor and patron funding. These "special" exhibitions and performances help staff, board and volunteers increase their awareness and appreciation of diversity and cultural differences. We are all more comfortable, then, in taking further risks resulting in stronger programming and outreach. Diversity requirements of the ACA grant process encourage us to not remain complacent, forgetting our neighbors of different ethnic and economic backgrounds. The standards the ACA asks us to meet in order to receive funding keeps us alert to new new opportunities and better ways to serve our community. The concepts of "broaden, deepen, diversify" discussed in several years ago in the Southwest Arts Conference continue to have an impact on how we see ourselves and how to better serve our constituents. Our Board of Directors continues to address issues of service to our community as a result of this way of thinking. Without the fiscal and professional support of the ACA, TCA would not be able to continue to improve our performance each year in bringing the arts to the Santa Cruz Valley.

*Offering programming of quality and diversity while educating our visitors is the overarching artists goal of TCA. All planned activities at TCA must attempt to meet this goal. We consistently vary our new programming from year to year, ranging from traditional exhibits and performances to those that are more challenging. We continue to support our artist members with a members-only exhibit that changes monthly and an annual jurored exhibit as well as a new TCA painter's organization, PaSSA (Painting Society of Southern Arizona.) Arizona Aqueous, a national innovative water media exhibition that attracts cutting edge work from around the country, is an on-going program offering. We continue to work to expand our audience through exhibitions and performances that attract the indigenous people of our area. Outreach to the young people of our area is constantly offered through school collaborations and events. We desire to continue to strengthen our relationships with the professional artists in our community and a series of public lectures has developed to this end. They give us all fresh perspective and insight and give our newer artists an opportunity to progress in their artistic development. We have completed an internal and external needs assessment as part of a larger planning effort which continues. To develop a five-year plan by the end of this calendar year. This is causing healthy turmoil as staff, board, volunteers and members assess who we are and where we wish to go as an organization in the future. We continue to work on outreach to the retirement community of Green Valley through better communication. Our neighbors in Nogales, a predominantly Hispanic community, are another ongoing target of outreach.

**Santa Cruz Valley Art Association
ODP III General Operating Grant**

II. Ability of the organization to serve the needs of the community including potential public exposure and public benefit, and efforts to reach artists and audiences from culturally diverse groups.

* Our target audience stretches from Green Valley to Nogales, Arizona. Within this geographic area, there is wide diversity, ethnically, culturally and economically which encompasses predominately Mexican-American and Anglo constituencies. Only 4% of the Green Valley population is under 65. Nogales and surrounding areas reflect more normal age distribution, but are predominately Hispanic. Tubac is an art colony and historic site. Many artists and art patrons live within the village and in the surrounding area. We also draw artistic participation from Tucson, Green Valley, Sahuarita, Carmen, Tumacacori, Rio Rico and Nogales, as well as many locations throughout the United States and Canada. Our normal attendance for the season is about 35,000 visitors. Our desire is to increase that total by 2,000 through better market penetration.

* This grant will continue to help us reach out to strengthen our presence in our neighboring markets- Tucson, Nogales and Green Valley – through funding dedicated to marketing and public relations. Plans are on going to pool advertising with other Tubac organizations to enhance our combined presence in the targeted markets. This grant will also be dedicated to continuing development of improved educational materials for the gallery volunteers and visitors and to training for docents, a new volunteer program, and staff in their support of volunteers, members and visitors.

* Our level of success will be measured through on-going visitor counts as well as our registration process that gives us information as to where our visitors originate. We are in the process now of surveying our members and other local residents regarding their experience of our services and programs and will continue to widen that survey as our strategic planning progresses. Areas needing improvement will be particularly noted. We will schedule meetings for volunteers to gather information about ways in which we can enhance the volunteer experience. Business members and non-members in Tubac will be contacted to expand our business patronage in the local community. Success can also be inferred from rising visitor counts, volunteer hours, new and renewing memberships as well as donations.

* Cultural Diversity Plan and Chart are attached.

**Santa Cruz Valley Art Association (Tubac Center of the Arts
ODP III General Operating Grant**

III. Managerial/Administrative ability of the applicant organization to carry out arts programming and properly administer funds granted.

Don Cooper – Board President – grant administrator*

*For Director only until position is filled (resume of new Director will be forwarded as soon as hiring is complete.)

* Increased participation in TCA activities by new and seasoned members, diversity totals within our visitor counts, higher participation in and enjoyment of our exhibitions, performing arts and other programming, expanding volunteerism from existing members, new volunteers, requests from “outside” to create new programming for small targeted groups, inquiries for collaborations with other non-profits in our community – all these things will help us know whether we are reaching our goals. TCA continues its reassessment of all its programs, from “sacred cows” to the new ideas employed in recent years. With the plans outlined above as well as the up to date needs assessment mentioned earlier, we will be well prepared to increase our effectiveness and be better able to share the arts with all those we serve- our members, visitors and community.

IV. History of the applicant organization in presenting, producing or serving the arts.

* The Santa Cruz Valley Art Association was established in 1957. In 1964 it was formalized as a non-profit 501c3 charitable, member-supported organization with a volunteer board of directors. TCA’s mission is to encourage the creation, performance, exhibition, appreciation and promotion of the arts in the Santa Cruz Valley. To that end, the Tubac Center of the Arts was built as a mortgage-free structure in 1972. Current staff includes a director, administrator, gallery shop manager/arts education coordinator and a part-time volunteer/membership administrator, plus nearly 100 active volunteers. Annually more than 35,000 adults and children benefit from member artist, regional and national exhibits; a performing arts series; children’s and adult workshops; art lectures; a literary review group; cultural travel services; an adult choral group and a summer arts enrichment program for children. We work also with local schools, organizations and art associations as well as elder care facilities.

* In spite of the recent loss of our Director, the board and remaining staff have reached a level of stability and experience that enhances our ability to pursue our mission and widens our view of the things we do that includes the ACA and granting process. Past grants have allowed us the opportunity to think things through with the lens of ACA priorities. Your guiding principles continue to help us hone our own outreach and to decide what is important. This is particularly helpful in our current intense strategic planning effort. Our Treasurer and administrator now oversee the completion of the three-year budget form for this grant, which allows them to understand more deeply how we connect with the ACA. Board and staff continue to feel increasing comfort and trust with ACA dealings and, therefore, are more willing to “partner” instead of just seeking funds once a year.

* Arts programming lists attached

Organization Budget for Three-Year Period

Your Current Fiscal Year began on: 7-01-03 and ends on: 6-30-04 Round amounts to the nearest dollar.

REVENUE <i>(earned income - cash only)</i>	Past Fiscal Year <i>(actual)</i>	Current Fiscal Year <i>(estimated)</i>	Next Fiscal Year <i>(projected)</i>
20. <u>Admissions</u>			
a) Single Ticket Sales	\$ 9,569	\$ 6,638	\$ 9,500
b) Subscription Series	\$ 9,568	\$ 10,596	\$ 12,000
c) Memberships	\$ 24,620	\$ 28,028	\$ 28,000
Total Admissions	\$ 43,757	\$ 45,262	\$ 49,500
21. <u>Contracted Services</u>			
a) Workshops/Classes	\$ 23,620	\$ 26,653	\$ 36,800
b) Performance Residency Fees	\$ 1,244	\$ 690	\$ 600
c) _____	\$ _____	\$ _____	\$ _____
d) _____	\$ _____	\$ _____	\$ _____
Total Contracted Services	\$ 24,864	\$ 27,343	\$ 37,400
22. <u>Other Revenue</u>			
a) Sales/Concessions (Gross Revenue)	\$ 136,236	\$ 148,853	\$ 154,000
b) Fund-raising Events	\$ 24,724	\$ 54,010	\$ 42,000
c) Other	\$ 8,161	\$ 1,894	\$ 1,900
d) _____	\$ _____	\$ _____	\$ _____
Total Other Revenue	\$ 169,121	\$ 204,757	\$ 197,900
SUPPORT <i>(contributed income - cash only)</i>			
23. <u>Corporate</u>	\$ _____	\$ _____	\$ _____
24. <u>Foundation</u>	\$ 7,500	\$ 7,500	\$ 7,500
25. <u>Other Private Contributions</u> (cash)			
a) Individuals	\$ 51,906	\$ 45,133	\$ 53,950
b) Board Members	\$ 8,025	\$ 8,980	\$ 9,000
c) Affiliated Organizations	\$ _____	\$ _____	\$ _____
Total for Items 23, 24 and 25	\$ 67,431	\$ 61,613	\$ 70,450
26. <u>Government Support</u> (identify source)			
a) Federal	\$ _____	\$ _____	\$ _____
b) Regional	\$ _____	\$ _____	\$ _____
c) State			
- Arizona Commission on the Arts	\$ 18,030	\$ 13,312	\$ 17,000
- Other state sources	\$ _____	\$ _____	\$ _____
d) County	\$ 800	\$ _____	\$ _____
e) City			
- Phoenix Office of Arts & Culture	\$ _____	\$ _____	\$ _____
- Tucson/Pima Arts Council	\$ _____	\$ _____	\$ _____
f) Other City Sources	\$ _____	\$ _____	\$ _____
Total Government Support	\$ 18,830	\$ 13,312	\$ 17,000
27. <u>Applicant Cash</u>	\$ 343	\$ 0	\$ 0
28. <u>Funds Released from Restrictions</u>			
29. Total Cash Operating Income (Total Items 20 thru 28)	\$ 325,346	\$ 352,287	\$ 372,250

Organization Budget for Three-Year Period

(continued)

EXPENSES (cash only)	Past Fiscal Year (actual)	Current Fiscal Year (estimated)	Next Fiscal Year (projected)
30. <u>Salaried Personnel/Staff</u> (include salary & benefits)			
a) Administrative	\$ 138,546	\$ 145,713	\$ 142,000
b) Artistic	\$	\$	\$
c) Technical/Production	\$	\$	\$
Total Personnel/Staff	\$ 138,546	\$ 145,713	\$ 142,000
Total # of Full Time Employees	2	2	2
31. <u>Contract Services</u>			
a) Artistic	\$ 34,586	\$ 39,925	\$ 38,150
b) Consultants/Other	\$ 1,200	\$ 2,500	\$ 2,500
Total Contract Services	\$ 35,786	\$ 42,425	\$ 40,650
32. <u>Production Expenses</u>	\$ 369	\$ 910	\$ 600
33. <u>Space/Facilities</u>	\$ 14,022	\$ 13,467	\$ 18,450
34. <u>Travel</u>	\$ 3,055	\$ 2,280	\$ 3,200
35. <u>Marketing/Public Relations/Promotion</u>	\$ 13,781	\$ 20,663	\$ 17,250
36. <u>Remaining Operating Expenses</u>			
a) Sales/Concessions	\$ 74,382	\$ 81,775	\$ 103,500
b) Fundraising Events	\$ 8,534	\$ 11,964	\$ 13,000
c) Affiliated Organizations	\$	\$	\$
d) Rentals (other than facilities)	\$ 1,321	\$ 2,430	\$ 2,700
e) Supplies/Materials	\$ 16,139	\$ 12,178	\$ 12,400
f) Insurance	\$ 5,545	\$ 5,133	\$ 5,500
g) Accessibility Services	\$	\$	\$
h) Other	\$ 1,720	\$ 1,255	\$ 950
credit card fees	\$ 3,355	\$ 3,360	\$ 3,400
dues/subs., phone & postage	\$ 8,791	\$ 8,734	\$ 8,650
Total Remaining Operating Expenses	\$ 119,787	\$ 126,829	\$ 150,100
37. Total Cash Operating Expenses (Total Items 30 thru 36)	\$ 325,346	\$ 352,287	\$ 372,250

38. <u>Surplus/Deficit</u> (Increase/(decrease) in net assets)	\$ (\$1,343)	\$ 0	\$ 0
39. <u>What does the organization owe?</u> (Include loans, mortgages, accounts payable, lines of credit, notes)	\$ 0	\$ 0	\$ 0
40. Working Capital Reserves Program	\$ 0	\$ 0	\$ 0

Budget Addendum

15% Income & Expense variances:

Revenue	02-03	03-04	04-05
20. a.) Single Ticket Sales	\$ 9,569	\$ 6,638	\$ 9,500
<i>Door donations and visitor counts down, better marketing planned to attract more visitors.</i>			
21. <u>a.) Workshops/Classes</u>		\$26,653	\$36,800
<i>Strong lineup of artist instructors; strong demand for classes.</i>			
22. <u>b.) Fund Raising Events</u>	\$24,724	\$54,010	
<i>The Board of Directors, upon seeing income down, arranged additional fund-raising art auction. Plus we received revenue donated from Tubac Festival of the Arts parking lot.</i>			
<u>c.) Other</u>	\$ 8,025	\$ 1,894	
<i>Received insurance claim payment for destroyed landscape tree.</i>			

Support

25. Contributions – a.) individuals	\$45,133	\$53,950
<i>Commitment from board to increase fund campaign receipts.</i>		

Expenses

31. b.) Consultants	\$ 1,200	\$ 2,500	
<i>More complete yearly audits from independent accountant.</i>			
33. <u>Space/Facilities</u>		\$13,467	\$ 18,450
<i>Budgeting for an expected rise in utilities costs; planning for necessary building repairs and maintenance projects.</i>			
34. <u>Travel</u>	\$3,055	\$ 2,280	\$ 3,200
<i>Director left mid-season – travel budgeted for was not taken.</i>			
35. <u>Marketing/PR/Promo</u>	\$13,781	\$20,663	\$17,250
<i>Redesigned logo, brochure, newsletter and stationery during current year. Budgeting for additional advertising next fiscal year.</i>			
36. <u>Sales/Concessions</u>		\$81,775	\$103,500
<i>Planning stronger exhibits and an increase in Gallery Shop merchandise.</i>			